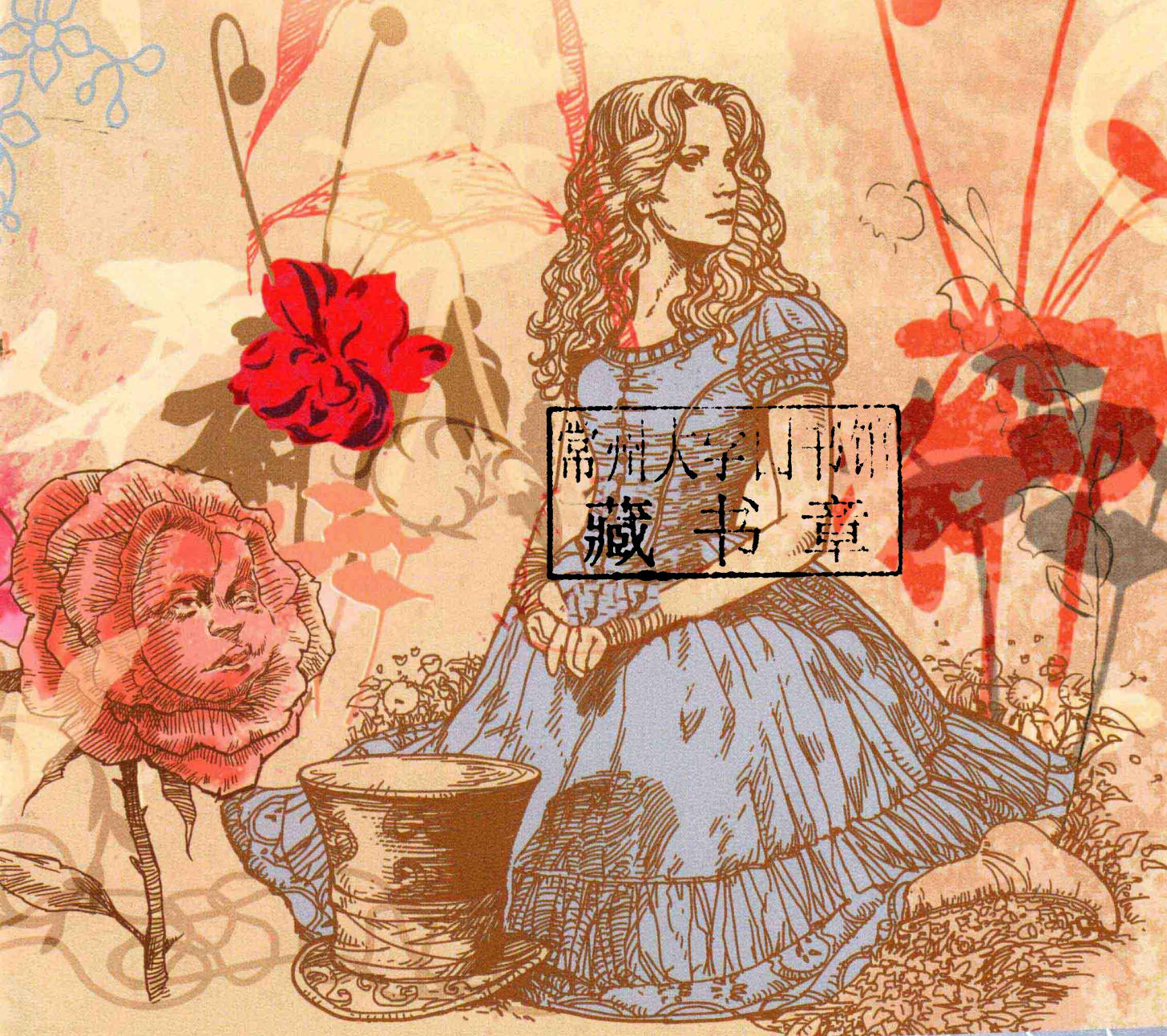


A movie poster for Disney's 'Alice in Wonderland'. The background is a dense, green, textured pattern resembling a forest or a magical landscape. In the foreground, the Mad Hatter is on the left, wearing a red top hat with a black band and a colorful, patterned bow tie. He has bright red hair and green eyes. To his right, Alice is standing, wearing a blue dress with puffed sleeves and a full skirt. She has long, wavy blonde hair and is looking back over her shoulder. The title 'ALICE IN WONDERLAND' is written in a large, white, stylized font at the top. The Disney logo is in the top left corner. At the bottom, the text 'THE VISUAL GUIDE' is written in a white, serif font, with a large, ornate 'V' and 'G'.

THE VISUAL GUIDE

# Disney ALICE IN Wonderland



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Directed by Tim Burton

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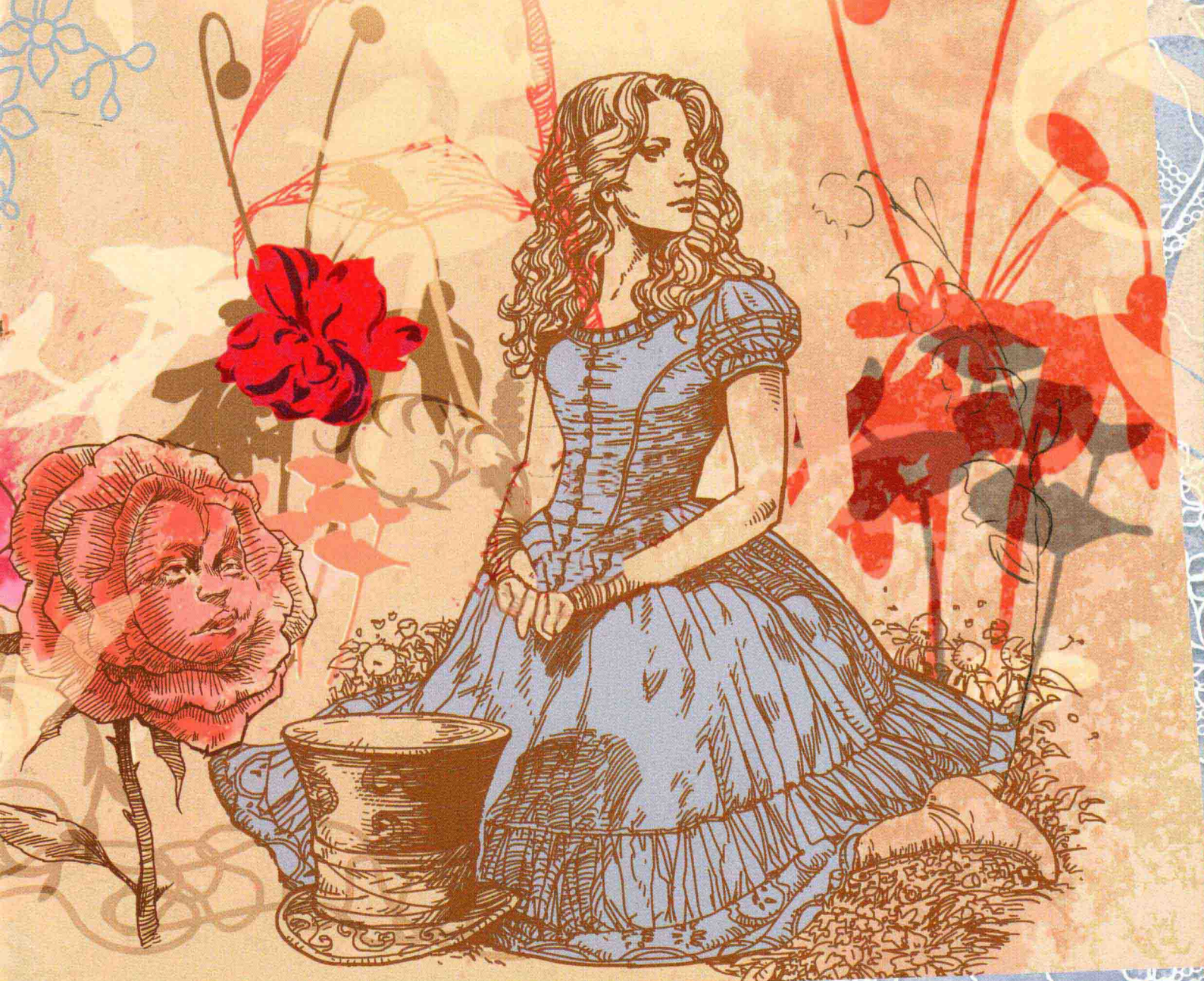
# CONTENTS

Welcome to Underland	6
Introduction	8
Alice	10
Alice's Family	12
Alice's Acquaintances	14
Eat Me, Drink Me	16
Round and Round	18
White Rabbit	20
Wonderful Underland	22
Dormouse	24
Tweedledum and Tweedledee	26
Caterpillar	28
Oraculum	30
Bandersnatch	32
Jabberwocky	34
Creepy Crossroads	36
Red Queen	38
Red Queen's Court	40
Red Queen's Castle	42
Courtly Croquet	44
Mad Hatter	46
A Dream Come True	48
Court Hatter	50
Cheshire Cat	52
March Hare	54

Tea Party	56
White Queen	58
White Queen's Castle	60
Underland	62
O Frabjous Day	64
New Adventures	66
Glossary	68
Index	70
Acknowledgements	72



Disney **ALICE**  
**IN**  
**Wonderland**





Disney **ALICE  
IN  
WONDERLAND**



THE **VISUAL** GUIDE

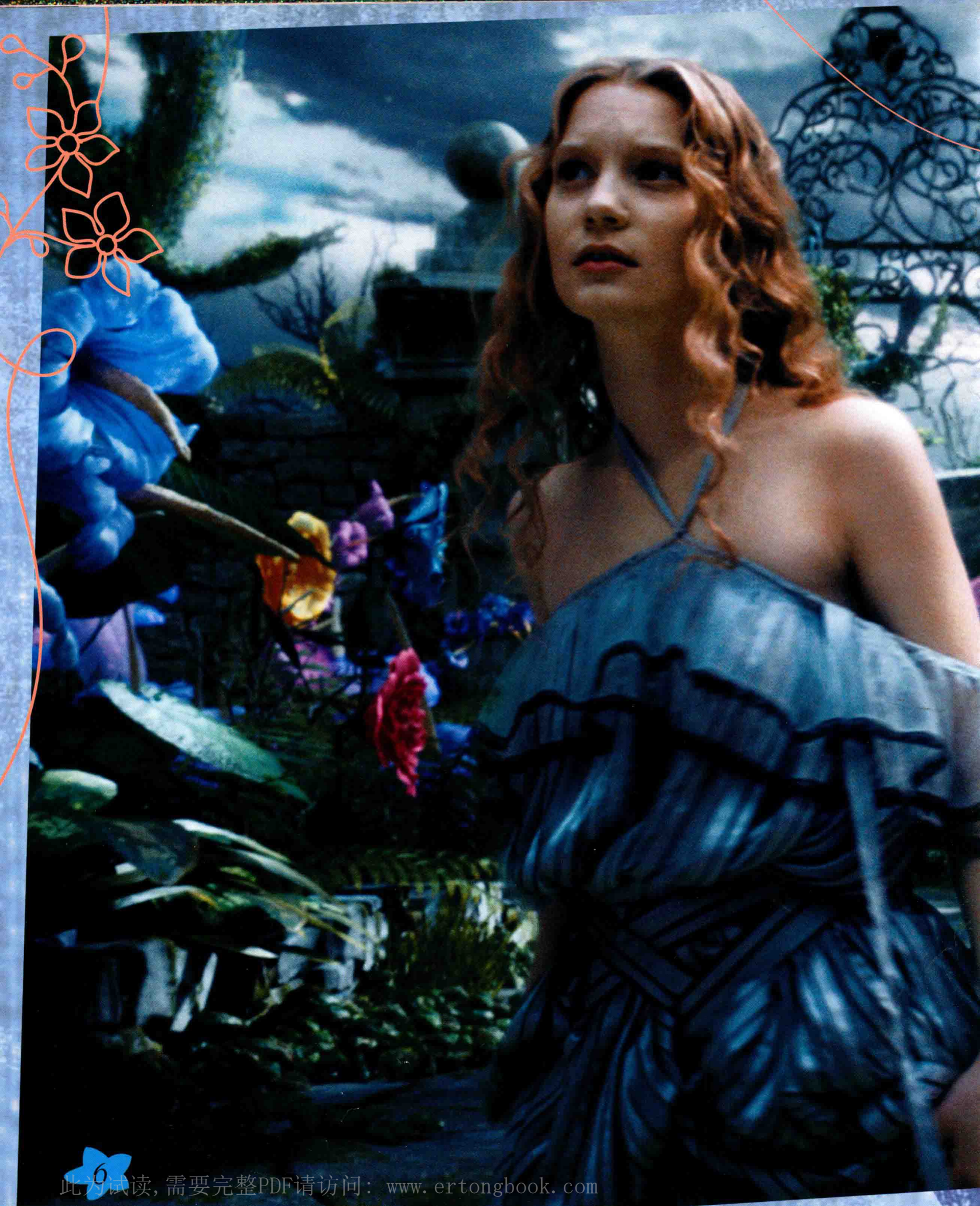
WRITTEN BY  
JO CASEY & LAURA GILBERT

# CONTENTS

Welcome to Underland	6
Introduction	8
Alice	10
Alice's Family	12
Alice's Acquaintances	14
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Round and Round	18
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Wonderful Underland	22
Dormouse	24
Tweedledum and Tweedledee	26
Caterpillar	28
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White Queen's Castle	60
Underland	62
O Frabjous Day	64
New Adventures	66
Glossary	68
Index	70
Acknowledgements	72





# WELCOME TO UNDERLAND

THERE IS A PLACE like no place on Earth. A land full of wonder, mystery and danger. Some say to survive it you need to be as **mad as a hatter**, which, luckily, I am! Welcome to Underland!

I can guarantee that you will never have seen anywhere as **gallymoggers** as this place I call home. We've got everything here: a garden with Talking Flowers, a forest filled with mushrooms, the red desert of Crims and the muddy bogs of Gummer Slough.

And it's not just strange\* places; the strangest things happen in Underland. Not that long ago the sky rained fish for no apparent reason, and when the gracious White Queen ruled over us, we would celebrate **Keltikidik**. This was a day when everyone wore white, drank milk and could only tell white lies.

What a **naughty Hatter!** I'm letting my memory run away from me. Memory... **mmmm...** that reminds me. I've been considering things that begin with the letter "m": moron, mutiny, murder, malice.... Where was I? Ah yes! Underland! It's bizarre, dangerous, absurd, but oh so very beautiful. And if you get a teensy bit hungry, pop round to the March Hare's house for tea. There will be scones and cream and Battenburg cake and tea, and....Aargh! I'm late. The March Hare will be mad as a hatter. Oh no, that's me!

Fairfarren, my new friend. Enjoy your time in Underland. And remember: the impossible is possible. Just look around you.

*Tarrant, the Mad Hatter*

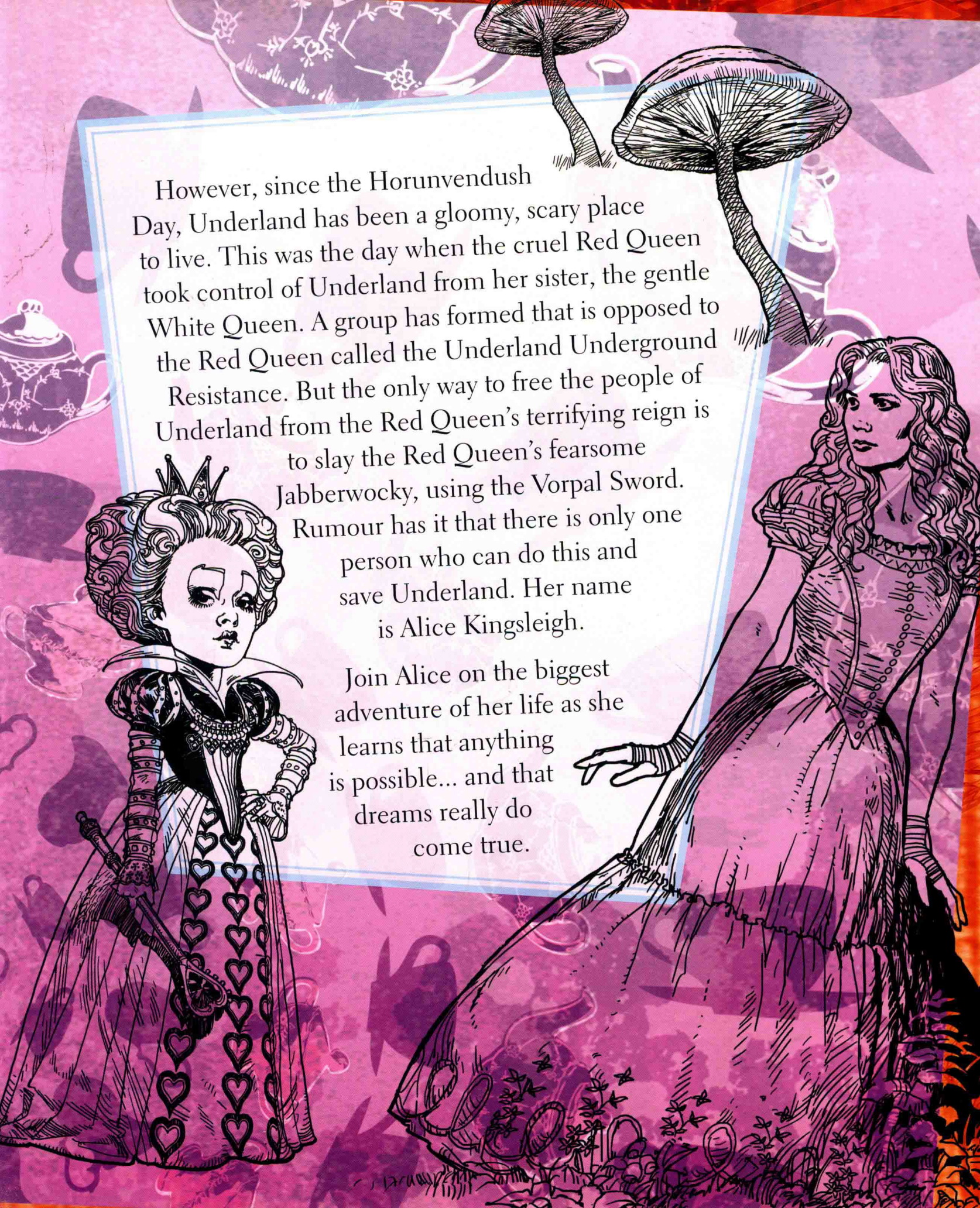
\* "Strange" to you that is. To us Outlanders, this is as normal as can be!





# INTRODUCTION

Young Alice Kingsleigh feels that no one understands her and that she doesn't understand others. She has been raised in a world where there are certain rules that everyone must abide by and where "improper" behaviour is frowned upon. What Alice doesn't know yet is that another completely different land exists, a land that is wondrous and fantastical, where rabbits wear waistcoats and flowers can talk... a land called Underland.

The background of the page is a vibrant pink and purple illustration. In the upper right, two large, detailed mushrooms with gills and thick stems stand prominently. To the left, a small, ornate teapot with a crown-like top is visible. The overall style is whimsical and fantastical, typical of children's book illustrations.

However, since the Horunvendush Day, Underland has been a gloomy, scary place to live. This was the day when the cruel Red Queen took control of Underland from her sister, the gentle White Queen. A group has formed that is opposed to the Red Queen called the Underland Underground Resistance. But the only way to free the people of Underland from the Red Queen's terrifying reign is to slay the Red Queen's fearsome Jabberwocky, using the Vorpal Sword. Rumour has it that there is only one person who can do this and save Underland. Her name is Alice Kingsleigh.

Join Alice on the biggest adventure of her life as she learns that anything is possible... and that dreams really do come true.





Young Alice loved to play with her dolls and dress up in different costumes and hats. Her favourite hat was a black top hat.

# ALICE

**ALICE KINGSLEIGH** LIVES with her mother in London. Her father passed away when she was young and Alice has felt slightly out of place ever since. Now she is a young woman, she is trying to discover who she truly is. Never one to toe the line, Alice is confused by everyone telling her what is best for her. If only she could have a moment to work out what it is that *she* wants.



## Daddy's Girl

Alice and her father, Charles, were very close. Alice sometimes feels that he was the only person who truly understood her. Charles taught Alice that anything was possible and that all the best people were mad as hatters!



“MY FATHER SAID  
HE SOMETIMES BELIEVED IN  
SIX IMPOSSIBLE THINGS  
BEFORE BREAKFAST.”

## Points of View

Alice loves her mother, Helen, very much, but she does not enjoy being told what to do by her. Helen prefers to do what is proper, whereas Alice thinks you should only behave in a manner that you believe in.

# The Thinker

Whether it is standing up for one of her beloved family or being honest when something doesn't make sense to her, Alice is not afraid to speak her mind. She also likes to be able to explain things rationally, but Alice will soon learn that not everything in life has a logical explanation.

## Big Dream

Alice wants her independence and she is determined to get it. Everyone expects her to marry into the aristocracy and to stay close to home, but Alice wants more from her life. Maybe one day her dream will come true.



Alice has a curious recurring dream about a smiling cat, a rabbit in a waistcoat and a dodo with a walking cane. Her father tells her that it is only a dream and that dreams cannot harm her.

Alice's dress is made out of blue silk and elegant lace.

Alice is against wearing a corset, much to her mother's despair.

Delicate striped gloves add a touch of individuality to Alice's outfit.

# ALICE'S FAMILY



EVERYONE IN ALICE'S family has an opinion on what Alice should do with her life, and they seem to have her whole future mapped out for her. But Alice sees the world differently to them. She misses her father, Charles, terribly. If he were here he would know exactly what she should do...



## Charles Kingsleigh

Alice could always rely on her father to reassure her if she was having her bad dream. Alice and Charles were very similar and without him, she feels that there is no one like her in the world.

Charles Kingsleigh owned a trading company. His colleagues thought he had lost his senses when he wanted to expand his trading route to Asia. But Charles always believed that "the only way to achieve the impossible is to believe it is possible", a belief he has passed on to his daughter.



## Aunt Imogene

Imogene is Alice's spinster aunt. She is waiting for her fiancé, a prince who cannot marry

her unless he renounces his throne. It is a truly tragic tale but one that is entirely in Aunt Imogene's imagination. She'll be waiting a long time for her prince to come along...

